

# ERIC M. SCHWARTZ

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[Google Scholar](#)  
[BibTeX](#)  
[Press and Media](#)

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## Academic employment

Ross School of Business, University of Michigan  
Associate Professor of Marketing, July 2020-present  
Assistant Professor of Marketing, July 2013-2020  
Arnold M. and Linda T. Jacob Faculty Fellow, July 2018-June 2019

## Education

Ph.D. Marketing, Wharton School, University of Pennsylvania, May 2013  
B.A. Mathematics and Spanish, College of Arts and Sciences, University of Pennsylvania, May 2008

## Highlighted awards

Finalist, Paul E. Green Award for Best Paper in *Journal of Marketing Research* (2020)  
Finalist, John D. C. Little Award for Best Marketing Paper (2019)  
Winner, John D. C. Little Award for Best Marketing Paper (2017)  
AMA Seenu Srinivasan Award, Young Quantitative Scholar in Marketing (2019)  
Poets & Quants, Best 40 Under 40 Professors (2019)  
Marketing Science Institute, Young Scholar (2019)  
KDD Best Student Paper Award, Applied Data Science (2018)

## Published peer-reviewed papers

Aribarg, Anocha and **Eric M. Schwartz** (2020). Native advertising in online news: Tradeoffs among clicks, brand recognition and website trustworthiness, *Journal of Marketing Research*, 57(1), 20-24. [Journal Link](#). [PDF](#).

Finalist for Paul E. Green Award (2020) for best paper in *Journal of Marketing Research*

Proserpio, D., Hauser, J. R., Liu, X., Amano, T., Burnap, A., Guo, T., Lee, D., Lewis, R. A., Misra, K., **Schwartz, E. M.**, Timoshenko, A., Xu, L., and Yoganarasimhan, H., (2020) Soul and Machine (Learning), *Marketing Letters*, 31(4), Special Issue for 11th Triennial Invitational Choice Symposium, 393-404. [Journal Link](#). [PDF](#).

Misra, Kanishka, **Eric M. Schwartz**, Jacob D. Abernethy (2019). Dynamic online pricing with incomplete information using multi-armed bandit experiments, *Marketing Science*, 38(2), 226-252. [Journal Link](#). [PDF](#).

Finalist of the John D. C. Little Award (2019) for the best marketing paper in *Marketing Science*, *Management Science*, and all *INFORMS* journals.

Abernethy, Jacob D., Alex Chojacki, Arya Farahi, **Eric M. Schwartz**, Jared Webb\* (2018). ActiveRemediation: The Search for Lead Pipes in Flint, Michigan. *KDD 2018, Proceedings of SIGKDD Conference on Knowledge Discovery and Data Mining*, London, England, U.K.

\*Alphabetical order. [PDF on Arxiv](#). [Video](#)

Winner of [Best Student Paper Award, KDD 2018](#) Applied Data Science Track

Chojacki, Alex, Chengyu Dai, Arya Farahi, Guangsha Shi, Jared Webb, Daniel T. Zhang, Jacob Abernethy, **Eric M. Schwartz**\* (2017). A Data Science Approach to Understanding Residential Water Contamination in Flint. *KDD 2017, Proceedings of SIGKDD Conference on Knowledge Discovery and Data Mining*, Halifax, NS, Canada. \*Students first, then faculty; alphabetical order. [PDF on Arxiv](#)

**Schwartz, Eric M.**, Bradlow, Eric T., and Fader, Peter S. (2017). Customer acquisition via display advertising using multi-armed bandit experiments. *Marketing Science*, 36(4), 500-522. [Journal Link](#). [PDF](#).

Winner of the [John D. C. Little Award \(2017\)](#) for the best marketing paper in *Marketing Science*, *Management Science*, and all *INFORMS* journals.

**Schwartz, Eric M.**, Bradlow, Eric T., and Fader, Peter S. (2014). Model selection using database characteristics: Developing a classification tree for longitudinal incidence data. *Marketing Science*, 33(2), 188-205. [Journal Link](#). [PDF](#). [Press Release](#).

Berger, Jonah, and **Eric M. Schwartz** (2011). What drives immediate and ongoing word of mouth? *Journal of Marketing Research*, 48 (5), 869-880. [Journal Link](#). [PDF](#). Featured in [Contagious](#).

## Working papers

Rajaram, Prashant, Puneet Manchanda, and **Eric M. Schwartz** (2022). Finding the Sweet Spot: Ad Scheduling on Streaming Media. [PDF on SSRN](#).

Under review at *Management Science*.

Earlier short version appeared in AAAI 2018, Workshop on AI and Marketing Science. [PDF](#).

Braun, Michael, and **Eric M. Schwartz** (2022). A/B Testing Deception: Divergent Delivery of Targeting and Casual Effects of Online Ads. [PDF on SSRN](#).

Invited for revision at *Journal of Marketing*.

Braun, Michael, Bart de Langhe, Stefano Putoni, and **Eric M. Schwartz** (2022). Field Experiments or Flawed Experiments? How Reliance on Advertising Platforms Can Undermine Internal and External Validity. [PDF](#)

Under review at *Journal of Consumer Research*. [PDF](#).

Ahn, Gwen, Fred Feinberg, and **Eric M. Schwartz** (2022). Leveraging Thick Descriptions to Customize Bundles for Experiential Goods: An Application to Performing Arts Subscriptions.

**Schwartz, Eric M.**, Jacob D. Abernethy, and Jared Webb (2019). Active Learning for Sequential Household-level Targeted Intervention: An Application to Find Lead Pipes in Flint, Michigan. [PDF](#).

Preparing for resubmission to *Marketing Science*.

[Press about this work in practice finding Flint's lead pipes.](#)

**Schwartz, Eric M.**, Kenneth Fairchild, Bryan Orme, Alexander Zaitzeff (2019). Active Learning for Ranking and Selection: *Bandit MaxDiff* for Idea Screening. [PDF](#).

Preparing for resubmission to *Management Science*.

Developed in collaboration with Sawtooth Software. *Bandit MaxDiff* available in [Sawtooth Software Lighthouse Studio v9.6](#) ([Documentation](#)).

## Work in progress

“Sequential Allocation for Customer Acquisition: Delayed Bandits with Partial Monitoring Feedback” with Liangbin Yang and S. Fader (2021) <https://goo.gl/Z6xOC7>.

## Other published conference proceedings

Rajaram, Prashant, Puneet Manchanda, and **Eric M. Schwartz** (2018), “Bingeability and Ad Tolerance: New Metrics for the Streaming Media Age,” *Workshops of the 32<sup>nd</sup> AAAI Conference on Artificial Intelligence*, pp. 93 – 99. [PDF](#).

Abernethy, Jacob, Cyrus Anderson, Chengyu Dai, Arya Farahi, Linh Nguyen, Adam Rauh, **Eric M. Schwartz**, Wenbo Shen, Guangsha Shi, Jonathan Stroud, Xinyu Tan, Jared Webb, Sheng Yang\* (2016), “Flint Water Crisis: Data-Driven Risk Assessment Via Residential Water Testing” in *Proceedings of Bloomberg Conference Data for Good Exchange*, NY, NY. [PDF](#).  
\*alphabetical order

- In collaboration with Michigan Data Science Team, University of Michigan

Abernethy, Jacob, Cyrus Anderson, Alex Chojnacki, Chengyu Dai, John Dryden, **Eric M. Schwartz**, Wenbo Shen, Jonathan Stroud, Laura Wendlandt, Sheng Yang, Daniel Zhang\* (2016), “Data Science in Service of Performing Arts: Applying Machine Learning to Predicting Audience Preferences,” in *Proceedings of Bloomberg Conference Data for Good Exchange*, NY, NY. [PDF](#). \*alphabetical order

- In collaboration with Michigan Data Science Team and University Musical Society, University of Michigan

Fairchild, Kenneth, Bryan Orme, **Eric M. Schwartz** (2015), “Bandit Adaptive MaxDiff Designs for Huge Number of Items,” *Proceedings of 2015 Sawtooth Software Conference*, 105-117. [PDF](#).

## Research interests

Substantive: adaptive marketing experiments, digital advertising, dynamic pricing, customer acquisition and lifetime value, media consumption, public health policy, environmental justice,

Methodological: statistical machine learning, adaptive sampling, multi-armed bandits, active learning, reinforcement learning, Bayesian data analysis and econometrics, and dynamic programming

## Research seminars, invited talks, competitive conferences

*(in person unless otherwise indicated)*

London Business School, Marketing Camp (June 2022)  
 University of Delaware, Lerner Marketing Camp (April 2022)  
 Bocconi University, Marketing (March 2022)  
 Virtual Quantitative Marketing Seminar – Panelist (March 2022, remote)  
 University of Georgia, Terry Marketing (2022, remote)  
 Marketing Modelers (September 2021, remote)  
 UT Dallas Bass FORMS (February 2021, remote)  
 University of Colorado, Boulder, Leeds Marketing (January 2021, remote)  
 Northwestern University, Kellogg Marketing (2020, COVID cancellation)  
 Washington University-St. Louis, Olin Marketing (2020, COVID cancellation)  
 University of Florida, Marketing (February 2020)  
 Duke University, Fuqua Marketing (January 2020)  
 Southern Methodist University, Cox Marketing (October 2019)  
 Temple University, Fox Marketing (October 2019)  
 Marketing Effectiveness Conference, Bologna, Italy (June 2019)  
 Choice Symposium, co-organizer (May 2019)  
 University of Miami, Marketing (April 2019)  
 Boston University, Questrom Marketing (March 2019)  
 MSI Marketing Analytics Conference, Columbia, NY (February 2019)  
 MSI Young Scholars, Park City, Utah (January 2019)  
 Frontiers in Empirical Marketing, Miami (November 2018)  
 University of Miami, PhD Seminar, remote (October 2018)  
 Economics of Advertising Workshop, Columbia (July 2018)  
 Notre Dame, Mendoza Marketing (April 2018)  
 UT Dallas Bass FORMS, Presenter (March 2018)  
 Emory, Goizueta Marketing (March 2018)  
 UT Dallas, Marketing (February 2018)  
 Chicago Booth Marketing (February 2018)  
 Michigan, School of Information Seminar (October 2017)  
 Carnegie Mellon Tepper (September 2017)  
 Erasmus University, Rotterdam School of Management (April 2017)  
 UT Dallas Bass FORMS, Discussant (March 2017)  
 Hosmer-Hall Seminar, Michigan Ross (January 2017)  
 Management Science Workshop, Chile (January 2017)  
 Quantitative Marketing and Economics (October 2016)  
 Michigan, School of Public Health (September 2016)  
 Michigan, Computer Science Engineering Faculty Seminar (September 2016)  
 Dartmouth, Tuck Marketing Camp (June 2016)  
 Texas A&M Marketing (April 2016)  
 Marketing in Israel 15 Conference (December 2015)  
 NYU Conference on Big Data and Marketing Analytics (October 2015)  
 Hosmer-Hall Seminar, Michigan Ross (March 2015)  
 Temple, Fox Global Center for Big Data and Mobile Analytics (November 2014)  
 Microsoft Research, Seattle (June 2014)  
 Cornell Johnson Marketing (February 2014)  
 Electronic Arts, Redwood City (February 2014)  
 Google Play, Mountain View (February 2014)  
 Stanford GSB Marketing (January 2014)

London Business School (November 2012)  
INSEAD (November 2012)  
University of Michigan (November 2012)  
UCLA (October 2012)  
NYU (October 2012)  
Carnegie Mellon (October 2012)  
Northwestern (October 2012)  
Yale (October 2012)  
Boston University (October 2012)  
Emory (September 2012)  
University of Pittsburgh (September 2012)  
University of Washington (September 2012)  
Rotterdam School of Management / Erasmus School of Economics (January 2012)  
Tilburg University (January 2012)  
Marketing in Israel 11 Conference (December 2011)

## Other talks and conference presentations

MSI Young Scholars, Boulder – Host (June 2022)  
 Smart Water Analytics Network (SWAN) Forum (May 2022)  
 Marketing Science Conference, Simon, Rochester (June 2021, remote)  
 - Recommendation and Machine Learning, Special Track  
 U.S. EPA Briefing, Conference Call (July 2019)  
 State of Michigan, Department of Environmental Quality (July/August 2019)  
 Marketing Science Conference, Rome, Italy (June 2019)  
 - Machine Learning in Marketing, Special Track  
 Ross Talks, Alumni Event, Michigan Ross (May 2019)  
 Smart Water Analytics Network (SWAN) Forum, Keynote, Miami (May 2019)  
 Alumni Board of Governors, Michigan Ross (October 2018)  
 LEAD Summer Institute, Michigan Ross (July 2018)  
 Marketing Science Conference, Philadelphia (June 2018)  
 - Machine Learning in Marketing, Special Track, Co-organizer  
 American Marketing Association Conference, New Orleans (February 2018)  
 Marketing Science Conference, Los Angeles (June 2017)  
 - Machine Learning in Marketing, Special Track, Co-organizer  
 Customer Analytics in Retail Marketing, Los Angeles (May 2017)  
 Michigan Student Symposium for Interdisciplinary Statistical Sciences, Keynote (March 2017)  
 Quicken Loans Data Science, MIDAS Collaboration (January 2017)  
 Water @ Michigan Conference (January 2017)  
 Artificial Intelligence Lab, Michigan (October 2016)  
 Customer Analytics in Retail Marketing, New York (October 2016)  
 SPARK Machine Learning Workshop, Ann Arbor (October 2016)  
 Kickstart Computer Science, Ann Arbor (September 2016)  
 Bloomberg Data for Good Exchange (Presenter and Panelist), New York (September 2016)  
 Big Data Summer Institute Symposium, Ann Arbor (July 2016)  
 SPARK Workshop for Startups, Ann Arbor (March 2016)  
 INFORMS Annual Meeting, Philadelphia (November 2015), session co-organizer  
 Marketing Science Conference, Baltimore (June 2015)  
 Sawtooth Software Conference, Orlando (March 2015)  
 American Marketing Association Conference, San Antonio (February 2015)  
 Joint Statistical Meetings, Montreal (August 2013), Session Organizer  
 ART Forum, Chicago (June 2013)  
 Capital One, Webinar (June 2013)  
 Marketing Science Conference, Boston (June 2012)  
 Wharton Customer Analytics Initiative, Webinar with Elea Feit (September 2012)  
 Marketing Science Conference, Houston (June 2011)  
 Marketing Science Conference, Cologne (June 2010)  
 Jay H. Baker Retailing Initiative Board Meeting (November 2009)  
 Marketing Science Conference, Ann Arbor (June 2009)

## Awards, honors, and grants

### Highlighted awards

Finalist, Paul E. Green Award for Best Paper in *Journal of Marketing Research* (2020)  
 Finalist, John D. C. Little Award for Best Marketing Paper (2019)  
 Winner, John D. C. Little Award for Best Marketing Paper (2017)  
 AMA Seenu Srinivasan Award, Young Quantitative Scholar in Marketing (2019)  
 Poets & Quants Best 40 Under 40 Professors (2019)  
 Marketing Science Institute Young Scholar (2019)  
 KDD Best Student Paper Award, Applied Data Science (2018)

### Other awards

40 Under 40, Crain's Business Detroit (2022)  
 AMA-Sheth Consortium Faculty Fellow (2019)  
 MCubed Grant (\$60,000) with Elizabeth Bruch and Fred Feinberg (2019)  
 MCubed Grant (\$60,000) with Laura Balzano and Al Hero (2016)  
 20 in Their 20s, Crain's Business Detroit (2016)  
 Golden Apple Teaching Award Nominee, University of Michigan (2014, 2015)  
 Top 25 Reviewer for Marketing Science (2015)  
 MSI Clayton Dissertation Proposal Competition, Honorable Mention (2012)  
 ISMS Doctoral Dissertation Proposal Competition, Sheth Winner (2012)  
 AMA-Sheth Foundation Doctoral Consortium, Fellow (2011)  
 Workshop on Quantitative Marketing and Structural Econometrics, Fellow (2010)  
 Russell Ackoff Award for Doctoral Student Research, Recipient (2009-12)  
 Jay H. Baker Retailing Initiative Research Grant, Recipient (2009)  
 Lauder CIBER Grant, Recipient (2009)  
 University of Pennsylvania Class of 1939 Fellowship, Recipient (2008-2009)  
 INFORMS Marketing Science Doctoral Consortium, Fellow (2009,2010,2011,2012)  
 Wharton Doctoral Fellowship, Recipient (2008-12)  
 Summa Cum Laude, Dean's List, University of Pennsylvania, GPA: 3.9/4.0 (2004-08)  
 Benjamin Franklin Scholar, University of Pennsylvania (2004-08)

## Media coverage

### Latest Press

[TIME Best Inventions 2021, "Lead Pipe Finder"](#) **TIME Magazine**, Nov 2021

[We don't know where all the lead pipes are. This tool helps find them](#), **Fast Company**, Oct 4, 2021

[An Algorithm Is Helping a Community Detect Lead Pipes](#), **WIRED**, Sidney Fussell, Jan 14, 2021

[After Flint's Crisis, An Algorithm Helps Citizens Find Lead Pipes](#), **NPR Science Friday** (radio/podcast), Jan 22, 2021

[Pandemic Paved the Way for Sim Racing, but Will It Last?](#) **New York Times**, Roy Furchgott, Jan. 18, 2021

For more press and media coverage, see [www.ericmichaelschwartz.com](http://www.ericmichaelschwartz.com).

## Teaching

### Instructor at Michigan Ross

Customer Analytics: Measuring and Managing Customer Value (MBA) Winter 2021

Customer Analytics: Measuring and Managing Customer Value (BBA) Winter 2020, 2021

Marketing Management (MBA Core, MKT 503), Fall 2017, 2018, 2019

Ratings: 4.4/5.0 with 85% respondents giving top rating (averaged over two years)

Marketing Management (BBA, MKT 300), Fall 2013, 2014, 2015, 2016

Ratings: 5.0/5.0 with 99% respondents giving top rating (averaged over four years)

Living Business Leadership Experience (MBA and BBA) 2018-19, 2019-20, 2020-21

### Teaching materials developed

“Blue Apron: Turning Around the Struggling Meal Kit Market Leader” (2018) Case study by Daniel M. McCarthy and **Eric M. Schwartz**. [Michigan WDI Publishing \(#5-177-309\)](#).

Also available at [Harvard Business School Publishing \(#W73C09-PDF-ENG\)](#).

Over 6,000 units sold across 17 countries (May 2021)

### Teaching interests

Customer-base analysis and customer lifetime value; model building, and statistical machine learning for customer analytics; marketing research and experimental design in marketing practice; action-based learning.

## Advising

### PhD Dissertation Committee Member

Gwen Ahn, Marketing, expected 2023

Prashant Rajaram, Marketing, 2021

Nicolas Padilla, Marketing (Columbia), 2021

Mengzhenyu (Zhenyu) Zhang, Technology and Operations, 2021

Baekjin Kim, Statistics, 2021

Aravind Govindarajan, Technology and Operations, 2019

Longxiu Tian, Marketing, 2019

Aniket Anand Deshmukh, Electrical and Computer Engineering, 2019

Yanzhe (Murray) Lei, Technology and Operations, 2018

Evgeny Kagan, Technology and Operations, 2018

Eunsoo Kim, Marketing, 2017

Qi George Chen, Technology and Operations, 2017

Guy Benedict Wilkinson, Sports Management, 2017



Joseph Golden, Economics, 2015

## Service

To the marketing field

Editorial Review Board member

*Marketing Science* (2019-present)

Reviewing activity as ad hoc reviewer

*Journal of Marketing Research*

*Management Science*

*Quantitative Marketing and Economics*

*Journal of Consumer Research*

*Information Systems Research*

*Marketing Letters*

*Journal of the American Statistical Association*

*Journal of Applied Econometrics*

Conference activity

Session co-organizer, “Consumer Choice, Big Data, and Machine Learning,”  
Choice Symposium (May 2019)

Track co-organizer, “Machine Learning in Marketing,”  
Marketing Science Conference, Philadelphia (June 2018)

Track co-organizer, “Machine Learning in Marketing,”  
Marketing Science Conference, Los Angeles (June 2017)

Session co-organizer, “Machine Learning in Marketing,”  
INFORMS Annual Meeting, Philadelphia (November 2015)

To Ross School of Business and the University of Michigan

Ross MBA Faculty Council  
2020-21

Ross Marketing MBA Core Course Coordinators  
2020 Fall

Ross Marketing Seminar Organizer  
2018-19, 2019-20, 2020-21)

Ross Marketing Student Awards Committee  
2013-14, 2014-15, 2016-17, 2017-18, 2018-19, 2019-20

Ross MBA Data Insights and Analytics Club Co-Advisor  
2015-16, 2016-17, 2017-18, 2018-19, 2019-20

Michigan Data Science Team (MDST), Faculty Co-Advisor  
2015-16, 2016-17, 2017-18, 2019-20

Michigan Initiative for Data Science (MIDAS), Education and Training Committee  
2018-19

Ross Marketing Undergrad Core Course Coordinator  
(2015 Fall, 2016 Fall)

Ross Undergraduate Marketing Club Advisor  
2014-15, 2015-16, 2016-17

School of Kinesiology, Sports Marketing Faculty Search Committee

2016 Winter  
Ross Marketing Internal Seminar Coordinator  
2014-15  
Marketing Undergraduate Case Competition Coach  
2014, First place at national L’Oreal Brandstorm Competition  
Google Online Marketing Challenge Advisor  
2015, 2016

### **Professional affiliations**

American Marketing Association  
INFORMS Society for Marketing Science  
American Statistical Association  
Phi Beta Kappa

### **Other affiliations**

Co-Founder, BlueConduit, LLC.

- Company providing data science software and consulting to identify homes with hazardous lead water pipes for over 50 water utilities and cities in US and Canada, area covering more than 1 million residents.
- Charitable work in under-resourced communities funded by from Rockefeller Foundation and Kresge Foundation.
- Launched through University of Michigan’s Office of Technology Transfer.

### **Computer and natural languages**

Fluent: R, Spanish, SQL, Tidyverse  
Proficient: Catalan, Matlab, Python, SAS